



CENTENNIAL COMMITTEE

The Centennial Committee is established to plan and recommend fun-filled and educational events in the City to celebrate the City's first 100 years. Full committee and Sub-committee meetings are held on the fourth Monday of each month at 7:00 p.m. at the Torrance Chamber of Commerce. All meetings are open to the public. Those who wish to speak on any matter on the agenda are asked to complete a "Speaker Information" card (available at the meeting) and relay it to the staff before leaving the meeting.

Staff reports are available for review in the City Clerk's Office. Direct any other questions or concerns to staff liaisons Fran Fulton or Eleanor B. Jones at 310-618-5880. Agendas are posted on the City of Torrance website www.TorranceCA.Gov.

In compliance with the Americans with Disabilities Act, if special assistance is needed to participate in this meeting, please call 310-618-2967. Notification 48 hours prior to the meeting will enable the City to make reasonable arrangements to ensure accessibility to this meeting [28CFR 35.102-104 ADA Title II].

HOURS OF OPERATION

**Monday through Friday from
7:30 a.m. to 5:30 p.m.**

**Offices are closed alternate
Fridays.**

CITY OF TORRANCE CENTENNIAL COMMITTEES

FULL COMMITTEE

SUBCOMMITTEES: • Events • Finance • Fundraising
• Marketing • Media/PR/Outreach

**TORRANCE AREA CHAMBER OF COMMERCE
3400 TORRANCE BOULEVARD
TORRANCE, CALIFORNIA 90503**

**Monday, July 30, 2012
7:00 p.m.**

AGENDA

1. **CALL TO ORDER**
2. **ROLL CALL**
3. **FLAG SALUTE**
4. **ORAL COMMUNICATIONS #1 (Limited to a 30-minute period)**
Comments on this portion of the agenda are limited to items not on the agenda and to no longer than three (3) minutes per speaker. Under the provisions of the Brown Act, the Committee is prohibited from taking action or engaging in discussion on any item not appearing on the posted agenda.
5. **INTRODUCTIONS**
6. **CHAIR'S REMARKS**
7. **FULL COMMITTEE WORK**
 - A. Discussion
 1. Where's Jared - Sandt
 2. Birthday Bash - Polcari
 3. Parade and dedication update
 4. Time Capsule update
 5. Meeting dates
 - B. Approval
 1. Minutes 5/21/12, 6/25/12
 2. Meeting dates
8. **ORALS**
 - A. Comments from Committee Members
 - B. Announcements / Updates
9. **SUB-COMMITTEE WORK**
 - A. Events
 1. Approval
 - a. Event Applications
 - b. Minutes

- 2. Discussion
 - a. Birthday Bash
 - b. Event details / liaisons
- B. Finance
 - 1. Budget review
 - 2. Merchandise
- C. Fundraising
 - 1. Discussion
 - a. Centennial Celebration Dinner – update
 - b. Brick sales
 - i. At Plaza dedication
 - ii. Through 10/28/12
 - iii. Design new forms, signs
 - iv. Marketing plans
- D. Marketing
 - 1. "Where's Jared?" game
 - 2. Banners for school fences
 - 3. Banners for overpass
 - 4. KNX update
 - 5. Online newsletter
 - 6. September magazine ideas
- E. Media / PR / Outreach
 - 1. Discussion
 - a. Press release for Birthday Bash
 - b. Parade
 - c. Centennial Plaza
 - d. E-Newsletter

10. ADJOURNMENT

- A. Next meetings:
 - Executive Committee – August 27, 2012 at 5:00 p.m.
 - Full & Sub-Committees – August 27, 2012 at 7:00 p.m.